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OCTOBER 27, 1986

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

AUSTRIAN LEAVING SHOWTIME • COCA COLA EYEING BASIC CABLE

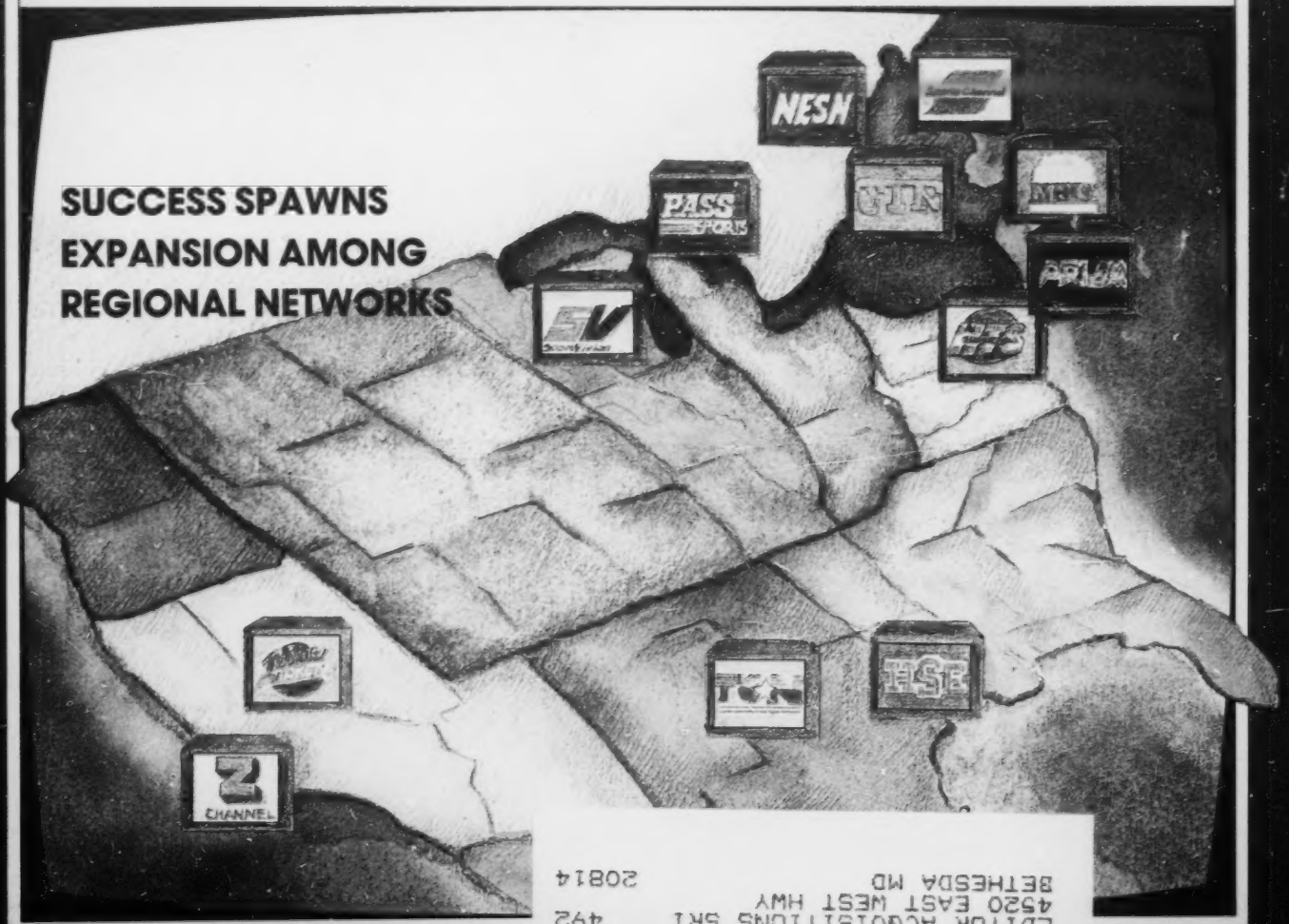
DANFORTH ACTION MAY LIMIT TELCOS' CABLE PLAYS

NFL INTEREST INTENSIFIES, BUT SO DOES CONFUSION

NCTA PREPARING INDUSTRY IMAGE CAMPAIGN

CABLE STOCK FLUCTUATIONS LEAVE ANALYSTS GUESSING

THE PAYOFF IN REGIONAL COOPERATION: ADVERTISING, MARKETING PUSH TAKING HOLD



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PROGRAMMING

Second channels, new programming in offing

Regional networks rapidly building on successes with new projects

By Simon Applebaum

A new era may be at hand for the cable industry's legion of regional programming services. Moving into profitability as well as the nation's last unwired urban bastions, the assortment of mostly sports-formatted ventures is spawning a number of activities that appear to represent the next stage in regionalism.

SportsChannel, owner of pay services covering four of the largest U.S. markets, will introduce a basic level supplement to its flagship New York outlet next winter. A similar enterprise is under consideration for SportsChannel's PRISM, the hybrid of mainstream movies and Philadelphia sports that celebrated its 10th anniversary last month, and the concept may be tried down the road at SC-operated channels serving Chicago and Boston.

Two other trends are developing: an interest by both operators and programmers in regional start-ups, absent since the demise of Sports Time and several other channels more than a year ago, and ambitious schedule refinements underway among the present group of players, made possible through increased subscriber bases, ad support and program exchanges.

All this ties in with a growing realization among MSOs that regionally transmitted services are crucial to their subscriber acquisition and marketing plans. "Because they're market-specific and cater to a broad audience, they provide good value," observes Jim Fellhauer, McCaw Communications' senior vice president of programming/marketing. "You also have a ready promotional weapon at a time when the industry wants to convince people that it provides exclusive fare, clearly differentiated from other media. After all, you can't get live sports events from the cassette store."

Subscriber counts for most regional services this month are way ahead of last October's figures. From the vantage point of network executives, the statistics will be better in the months ahead, thanks to a more enlightened operational attitude, as well as the knowledge that large potential audiences are yet to be connected within Baltimore, Detroit, Washington and other cities reached by the services.

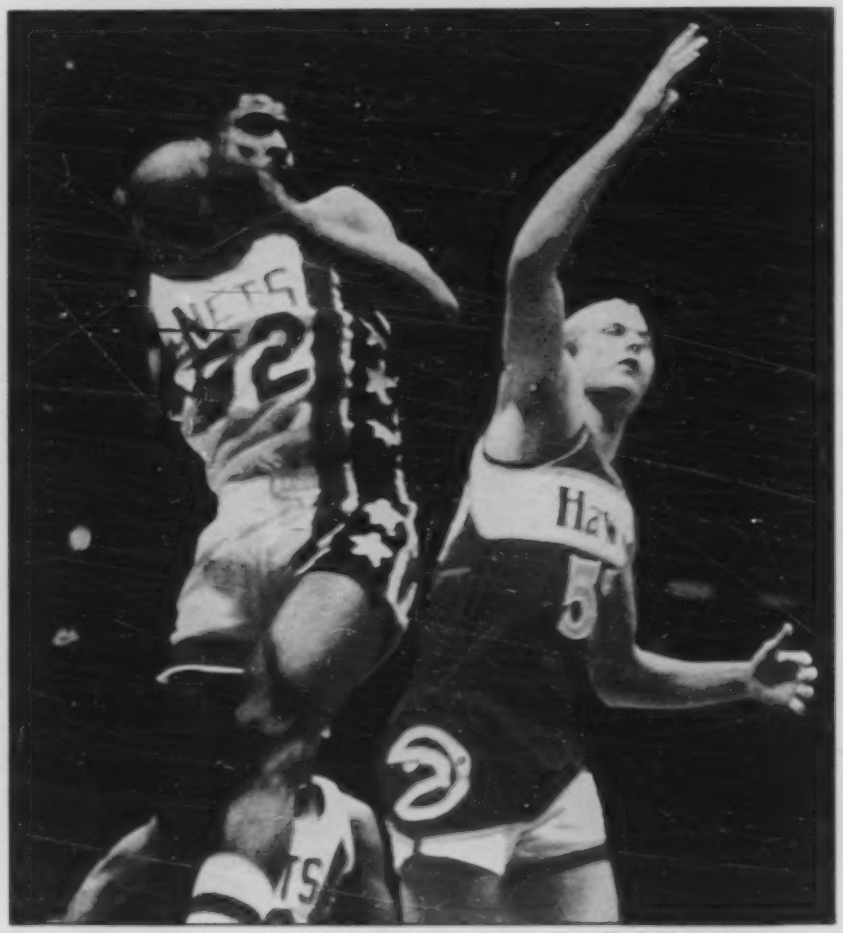
"We're past the point where everyone displayed a heady, way-over optimistic feeling about how this business would shape up," reflects Tom Chesnut, vice president and general manager of SportsChannel/New York. "When six networks premiered in the same month in 1984, people thought this was a business earmarked for instant success. That didn't come to pass. We've learned realities during the interim, that a lot of variables—programming, marketing, cost control—must work out over time in order to have a viable service. We're at that stage now, and within the next year or two, the services are going to increase their abilities and display more and better programming before subscribers."

Bill Aber, Chesnut's counterpart at Home Team Sports, believes the business has ended its shakeout stage and is primed for expansion. "Those networks people figured to collapse two years ago have; those that are still around don't look like they will," adds the head of the Baltimore/Washington area service under Group W Satellite Communications management. "We've all caught our second breath and defined our mission. The viewer buys us first for the local major league teams, and second for a potpourri of other events."

Professional league teams represent the core of most regional schedules. Few among the group function without carrying between 30 and 80 games of

Regional Network Growth

Service	Status	Primary Location	Start Date	Subscriber Count October 1984 Systems/Subs	October 1985 Systems/Subs	October 1986 Systems/Subs
Home Sports Entertainment	pay	Dallas/Houston	1983	57/48,000	86/135,800	115/200,000
Home Team Sports	pay	Baltimore/Washington	1984	15/20,000	60/158,000	76/334,000
Madison Square Garden Network	basic	New York	1978	52/1,700,000	57/1,800,000	68/2,000,000
New England Sports Network	pay	Boston	1984	not available	72/53,279	141/155,251
Prime Ticket	basic	Los Angeles	1985	—	—	199/1,500,000
PRISM	pay	Philadelphia	1976	89/369,500	87/380,000	90/370,000
Pro-Am Sports System	pay	Detroit	1984	35/25,000	94/103,000	110/112,000
SportsChannel New England	pay	Boston	1981	47/55,000	68/95,000	111/228,900
SportsChannel New York	pay	New York	1979	39/370,000	52/425,000	66/562,000
SportsVision	basic	Chicago	1981	20/45,000	26/107,000	37/520,000
Z Channel	pay	Los Angeles	1974	23/96,730	21/95,000	20/93,575



Sports Channel/New York brings its 562,000 subs live New York Nets action.

at least one baseball, hockey and/or basketball franchise, mostly from home venues. Aber's channel kicks off a schedule of 36 Washington Bullets basketball and 35 Washington Capitals hockey matches this month, after wrapping up 90 regular-season Baltimore Orioles cablecasts. Should a team make the league playoffs, the network in question can present additional home games that are not scheduled for national cable or broadcast networks, under multi-year rights contracts arranged between the service and team owners. Experts note that it takes four or five years for a regional channel to attain profitability, because of high start-up expenditures tied to pro league rights.

Profitability nears

Although competition can stretch that time frame, regional pay outlets are about to make ther first mark in the black ink column, despite the fact that they compete head-to-head in the same market with similar formats. New England Sports Network, boasting a lineup of 90 Boston Red Sox baseball and 40 Boston Bruins games, launched its part-time pay creation two years ago. At the time, SportsChannel was converting what was a PRISM-modeled network for the area into a home for Boston Celtics and Hartford Whalers contests.

Industry experts thought both ventures would knock each other off in a battle for channel turf, much less game rights. But the majority of area operators decided to take matters into their own hands by offering the two channels together at $12.95 to consumers, in addition to separate $9.95 buys. Leaders of both channels agree that the strategy helped stabilize the market. However, Continental Cablevision Programming Vice President Rob Stengel attributes the surge to other factors—primarily the Red Sox and Celtics' field performance over the period. Led by Larry Bird, the Celtics recaptured the National Basketball Association championship this spring, while the Red Sox returned to the playoffs this month after an 11-year dry spell.

"The customer value of these services directly relate to the clubs' fortunes," Stengel argues. "As services fill out their schedules with more programs, that may change. Both Boston services did a good marketing job, but don't kid yourself—the performances got them there."

But as SportsChannel/New England's Ron Ryan explains, the operators were on track before the teams were. In its first season, the channel encountered a 15 percent sub dropoff during the summer. Under the operator plan, the dropoff rate declined to 10 percent and went under 5 percent this summer.

"We didn't bring that about; the marketplace did," adds the network's general manager. "Because systems marketed us as a package covering all the bases, customers were encouraged to buy the two services for the long run."

"Obviously, we won't make the kind of profit we would have made if we were the only service in town," responds John Claiborne, NESN's vice president and general manager. "But we're both going to make it, and that depresses a lot of folks who believed that two similar channels operating in one vicinity wouldn't fly."

Although most Boston systems express satisfaction with the dual-pay result, several officials still pine for a merger between NESN and SportsChannel. Claiborne and Ryan deciare that such a pact isn't in the cards, and that frustrates Ed Moller, operations vice president at Greater Media Cable. Company affiliates running both channels report that subscriber interest in NESN wanes after the basketball season, while SportsChannel support declines once the Red Sox finish play—leading to churn headaches in each instance. "Our findings show that subscribers don't shift allegiances from one channel to the other when seasons change," Moller says. "They come on to watch one sport on a service and then leave, figuring that it's not worth it to subscribe for a year when they turn it on for six months. If the channels could unite, we'd be pleased."

Contrary to Moller's wishes, both networks are putting together expanded schedules filled with local college events and competitions acquired from other regional outlets. SportsChannel/NE will distribute 20 indoor soccer games produced by its New York and Chicago sister services over the winter, together with live women's tennis, pro ski tour wrapups, college

basketball and hockey from several conferences. College sports also dominate NESN's fall/winter lineup, augmented by pro wrestling, diving and syndicated productions.

Back in New York, SportsChannel is in the midst of a conversion involving its pro sports output and wraparound programs. By next spring, the network expects to increase the number of baseball games under its control from 100 to 200, through long-term arrangements signed with the New York Yankees/Mets four years ago. Sixty Mets and 40 Yankees games ran on SportsChannel this season; each team will bring its quota to 100 games barring contract modifications. However, some of those games will appear on the proposed basic channel as opposed to pay, Chesnut confirms. "Cable is better off by becoming the dominant center for home team games, and by creating a second channel, we're reinforcing a system's ability to offer exclusive product," he adds.

Staying pay for now is *NY Sports Nightly*, the network's new wraparound effort. Highlights, news and features targeting local games and personalities, delivered in 15- and 30-minute doses, appear before and after each evening's main event. Prior to the format's premiere last month, sports-oriented regional networks generally opened and closed their schedules with horse racing recaps, call-in or interview shows. Network officials hope that the concept, patterned after ESPN's *SportsCenter*, can be transplanted on other services if it can generate a fair audience and sizeable ad support.

Sales market soft

Collectively, industry analysts see regional channels generating some $10 million in ad revenues this year, despite a soft overall national sports sales market. They say that companies will be inclined to increase their spending through mid-1987, based on the subscriber count rises and additional fan interest generated by team performances in key markets, such as the Mets in New York and the Celtics in Boston. Each of the regional sports channels expects to finish 1986 with at least $1 million in ad sales. Madison Square Garden Network, the basic regional granddaddy, predicts a sales year exceeding $4 million. Advertising generally covers 10 percent to 15 percent of a regional network's total operating revenues. Some officials see a jump in the average to 20 percent next year.

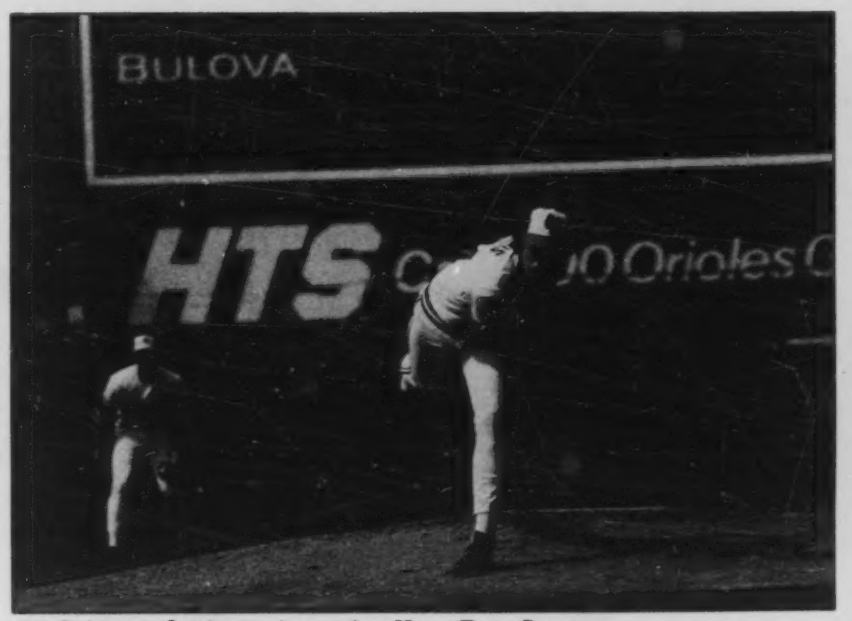
Individual services allocate 15 to 25 minutes per event for ads, often tying contracts in with spots on other programs. National beer and car sponsors usually buy time on several regional services at once; MSG, the Houston/Dallas Home Sports Entertainment and SportsVision in Chicago all have Anheuser-Busch at the top of the client lists. Other frequent users include Stroh's, Ford, Goodyear, American Express and True Value Hardware Stores.

Despite possessing the largest subscriber universe of any regional service and access to one of the nation's best-known sports/entertainment complexes, MSG Network has encountered identity problems. Attempts to break away from an all-sports format using offbeat variety shows (*Jonathan Schwartz*) or classic off-network reruns (*The Untouchables*) failed to draw new audiences. With former ESPN executive Bob Gutkowski now at the helm, the service has started another campaign to win viewers, this time by sticking with sports-related programs. And not surprisingly, some of the shows take their cue from ESPN. Over the last few weeks, MSG revived *Sports Forum*, an issue-oriented roundtable running nationally several years ago, and premiered *High School SportsWeek*, a magazine series backed by Coca-Cola. ESPN's own high school event roundup, *Scholastic Sports Academy*, debuted two months ago. Both MSG productions are hosted by former ESPN *SportsCenter* anchorperson Greg Gumbel, who will supplement those duties with appearances on certain pre-game shows.

There's more to MSG's upgraded look than just ESPN-modeled series. Wednesdays are filled by *Sports Night*, a three-hour interview/call-in coming from the Garden's Hall of Fame Club. The show is simulcast on WNBC-AM, New York. Garden officials originally scheduled *Sports Night* as a limited summer series, but have since given it an open-ended run. Another new element is *Prestone's Giants Journal*, a weekly football report sponsored by the antifreeze manufacturer.

Gutkowski calls MSG's moves a prototype of what all regional sports services should attempt in non-event fare. "They're not easy shows to do, but they are naturals that can help increase our ability to be unique," he says. "The challenge for every one of these services is to play upon strengths and attract new audiences. In our case, strength means regionality, the Garden and events. We floated away from that in the recent past, but we've gotten our handle back."

Together with Home Team Sports, Home Sports Entertainment and other suppliers, MSG is an advocate of program exchanges among regionals in order to increase the supply of secondary events, thereby generating added sub interest. Over the last year, an informal consortium of services has pooled incremental funds and technical resources on behalf of specific event coverage, such as gymnastics competitions, college basketball tournaments and track meets. Through this unincorporated group, events are taped and



The Baltimore Orioles are featured on Home Team Sports.

syndicated around the country, with participants free to use them as they wish.

Some operators believe that if the consortium approach is exploited to the fullest, it could provide enough fare on a year-round basis to support the creation of regional networks in areas containing only one or two pro teams. McCaw is attempting to try that belief out, through negotiations with one programmer. Sources say the MSO wants to set up shop in Seattle, close to a large number of its franchises. A previous venture in that area operated by GWSC closed down nearly two years ago.

"For the operator and consumer alike, the consortium method represents a positive development," Continental's Stengel adds. "The mechanism provides regionals with an easy way to complement their lineups so that they don't depend on seasonality to attract viewers."

But consortium clout has its limitations when it comes to bringing National Football League games and other top events to regional sports networks. In the opinion of PRISM's Daniel Heller, with whom other regional leaders concur, it will take another five to seven years before such services achieve the critical mass necessary to go after the majors. And with ESPN, HBO, TBS and USA Network jockeying to lock up a portion of NFL rights for the next few years, the only league action regional cable can hope for down the immediate road is pre-season games. And even that's an outside bet at best, Heller charges.

"Two or three years is much too short a time frame to expect big events on these services," PRISM's vice president and general manager continues. "Cable will have to be a way of life, a given in all the metro markets, for that to happen. And it will, if we promote ourselves properly."

Strategy trials

Several programming strategies that may become standard procedure at most regional sports channels are undergoing field trials within individual markets. In Los Angeles, Prime Ticket Network is producing extensive coverage of such cult sports as polo, water polo and volleyball in hopes of distributing them via consortium syndication. Pro-Am Sports intends to cultivate interest in high school sports among its Detroit area audiences this winter by running selected football and basketball playoffs. SportsVision, the SportsChannel franchise based in

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Atlantic Cable Show—Booth #201

Chicago, will take matters one step further this fall by running a high school football game-of-the-week live.

While part-time sports networks fix up their schedules with additional events at every level, PRISM and Z Channel plan on sticking by the respective 24-hour formats that have kept them around for more than a decade. In PRISM's case, the schedule encompasses 35 or 40 first-run movies a month, plus a moderate dose of sports led by Philadelphia Phillies baseball, Flyers hockey and 76'ers basketball. The network limits its pro contribution to 30 to 35 regular-season games per team, plus selected playoffs. Local college basketball, boxing and wrestling dot the fall and winter months, as does *Sports Scrapbook*, a feature series hosted by Jim Barniak. Advertising appears during sports events, and there are no plans to carry that over into movie periods. For that matter, there are no plans to overhaul the format beyond the insertion of an occasional offbeat event here and there, such as volleyball or box lacrosse.

"If we ever changed our service, we'd better be damn sure we changed it to a better format that makes more money," Heller asserts.

At Z Channel, distinction comes from a movie schedule that serves up 16 to 21 different titles each week, mixing classy, lesser known fare with the blockbusters. Z's national reputation enticed Group W to acquire it from other investors and consider expansion beyond its Southern California universe, but that talk has died down, now that Group W is about to be divided among other MSOs. Channel officials suspect that Comcast and/or Century Communications will take over Z's management once Group W is dissolved.

Eclectic programming and the weekly change of titles are Z's strong points with subscribers, according to Program Director Jerry Harvey. "Since you don't show things from one week to the next, the whole duplication psychology that affects the national movie services is dramatically reduced in the subscriber's mind," he says. Rare showings of classic TV dramas, such as the two-hour *Untouchables* pilot and early *Dragnet* episodes, have turned up on the channel's noncommercial schedule in recent months, as have presentations of *Up The Beach* (Humphrey Bogart's first movie) and *The Power And The Glory* (a Spencer Tracy opus that predated *Citizen Kane* by nearly a decade).

Z's subscriber universe continues around 93,000 homes, despite losing three key affiliates in the last two years. With some Los Angeles newbuilds still to come, Harvey and General Manager Louise Henry see the service topping 100,000 subscribers within a year or two.

Harvey continues to hold a wish that Z might get a tryout somewhere beyond Southern California. "It was great to have Group W consider us that way. Still, I feel like a baseball player on the bench—you want to have the chance to take three pitches at the plate and hit one out of the park." ■

NOTES

■ **C-SPAN has expanded its election** coverage to fill more than 10 hours per week between now and Nov. 4. C-SPAN's election coverage will air in the following times: *Campaign '86*, Fridays from 10:30 p.m. to 12:30 a.m. (EDT) wih a repeat on Sundays; *Live Viewer Call-Ins*, Thursdays from 8:30 to 9:30 p.m. (EDT); and, *U.S. Senate Candidate Debate*,, weeknights from 8:30 to 9:30 p.m. with a repeat at 1 a.m.

■ **Perry King stars as Cody Allen,** Joe Penny stars as Nick Ryder and Thom Bray stars as Murray Bozinsky in *Riptide* in its debut on the USA Network, Mondays through Fridays from 7 to 8 p.m. (EDT). *Riptide* was originially shown on NBC-TV between 1983 and 1986.

■ **Viewer's Choice has reached an** agreement wih Tri-Star Pictures for the exclusive national satellite pay-per-view exhibition of the 1986 film *Short Circuit*. The film stars Ally Sheedy and Steve Guttenburg in a comedy about Robot No. 5 who comes alive. Viewer's choice has recently signed a number of film contracts, including those with Orion Pictures Corp., The Cannon Group Inc. and Imagine Films Entertainment Inc.

■ **PTL has added *Prophecy Digest* to** its program line up. The show is hosted by Dr. David Lewis and will be aired every Wednesday at 3:30 p.m. The show will be produced by PTL at its Charlotte, N.C., facility.

■ **VH-1/Video Hits One has added a** new show, *The VH-1 Hit List*, which can be seen on Saturdays at noon. Each week the show will play the top five videos, introduce new videos and play a number one video from a featured music chart. The show also includes clips from current movies and home videocassettes. The show can be seen again on Sundays at 9 p.m. and Mondays at 4 p.m. (EDT).

■ **Arts and Entertainment is airing** Mozart's comedy *Cosi Fan Tutte*, starring Ashley Putnam on Dec. 11 at 8 p.m. The story was directed by Jonathan Miller and stars Putnam, Jean

Kicking off cable month

Ralph Baruch, above, chairman of the National Academy of Cable Programming, opened a press conference held by the academy recently to announce the marketing, promotion and programming networks for National Cable Month in April. The press conference was held at the Hotel Intercontinental in New York. Photo by Candace Drake.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	225	4,000,000
Alternate View Network	206	2,500,000
American Music & Entertainment Network	26	500,000
Arts & Entertainment (A&E)	2,200	19,700,000
Black Entertainment Television (BET)	590	14,000,000
Cable News Network (CNN)	9,386	33,100,000
Cable Value Network	20	200,000
C-SPAN	2,250	25,250,000
C-SPAN II	264	7,500,000
CBN Cable Network	7,260	32,338,000
CNN	9,561	33,501,00
Consumer Discount Network	NA	NA
Country Music Television	425	6,200,000
The Discovery Channel	932	9,500,000
ESPN	†3,878	36,900,000
Eternal Word Television Network (EWTN)	314	4,800,000
Financial News Network (FNN)	1,360	22,300,000
Headline News	3,157	18,039,000
Hit Video USA	41	1,700,000
Home Shopping Network	324	8,000,000
Innovations In Living (HSN2)	15	2,000,000
International Television Network	5	622,000
The Learning Channel	775	7,000,000
Liberty Broadcasting Network	90	1,300,000
Lifetime	2,987	25,800,000
Music Television (MTV)	4,269	30,700,000
The Nashville Network	3,770	26,600,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	4,501	29,000,000
PTL The Inspirational Network	1,300	13,000,000
Pratco	NA	NA
Rock Christian Network	9	886,000
Silent Network	206	6,800,000
SIN Television Network	383	33,673,300
TelShop	640	10,000,000
Tempo Television	640	12,000,000
Trinity Broadcasting Network	444	6,304,000
USA Network	6,500	33,000,000
Video Hits One	1,189	14,100,000
Video Shopping Mall	NA	NA
The Weather Channel	2,200	22,000,000
WGN-TV	8,325	20,900,000
WOR-TV	1,877	8,430,680
WPIX-TV	227	2,400,000
WTBS-TV	10,790	36,078,000
Pay services		
American Movie Classics	270	1,000,000
Bravo	251	350,000
Cinemax	3,300	3,700,000
The Disney Channel	2,958	2,550,000
GalaVision	234	183,000
Home Box Office (HBO)	6,900	14,600,000
Home Theater Network (HTN)	350	300,000
The Movie Channel	3,250	3,250,000
The Nostalgia Channel	175	700,000
The Playboy Channel	580	732,000
Private Ticket	4	NA
Showtime	3,200	5,400,000
Audio services		
Cable Radio Network	21	1,300,000
JazzAmerica	N/A	N/A
KKGO Super Jazz	11	98,521
Lifestyle	147	2,600,368
Lifestyle AC	15	679,936
Moody Bible Institute	66	890,968
Satellite Radio Network	251	740,000
Studioline	NA	NA
Tempo Sound	300	1,000,000
WFMT Chicago	162	1,287,000
Text services		
AP News Cable	275	3,600,000
AP News Plus	60	1,500,000
Cable SportsTracker	22	1,951,000
DBC/MarketWatch	50	NA
Electronic Program Guide (EPG)	275	5,496,000
EPG Jr.	61	60,743
Genesis Cable Storytime	26	1,033,000
Reuters News View	325	3,250,000
TV Decisions	120	3,420,000
UPI Data Cable	450	4,000,000
X*Press	60	1,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	5	400,000
Fuji Network	5	11,044
Nippon Golden Network	5	11,044
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	4	113,000
Buffalo Sabres Hockey	9	400,000
Cable TV Network of New Jersey	37	1,185,000
The Ecumenical Channel	7	148,000
KTVT	109	1,804,000
Life Newsvision	24	36,000
Madison Square Garden	68	2,000,000
Meadows Racing Network	14	446,000
MetroChannel	1	118,000
Prime Ticket	199	1,500,000
SportsVision (Chicago)	37	520,000
Texas Cable Network	15	646,000
Pay services		
Dodgervision	44	935,000
Home Sports Entertainment—Houston/Dallas	115	200,000
Home Team Sports	76	334,000
New England Sports Network	141	155,251
PRISM-Philadelphia	90	370,000
Pro-Am Sports	110	112,000
SportsChannel (New England)	110	228,900
SportsChannel (New York)	66	562,000
Z Channel	20	93,575

Announced services

Satellite-fed services	Expected Launch
America's Shopping Channel	4th Quarter 1986
American Catalog Shopper's Network	1st Quarter 1987
American Family Network	11/86
American Shopping Channel (Consolidated/ASC)	10/86
American Wholesale Network	10/86
Apollo Entertainment Television	TBA
The Book Channel	TBA
Cable Shopper's Network (Jewelcor)	4th Quarter 1986
Cable Shopping Center (Telstar)	1/87
Comedy Television	4th Quarter 1986
Crazy Eddie World Of Home Entertainment Shopping Network	11/86
Discovery Computer Network	1987
Discovery Financial Network	1987
El Canal Musical	TBA
Ethnic Radio Networks	4th Quarter 1986
EventTelevision	1st Quarter 1987
International Business Network	4th Quarter 1986
Let's Go Shopping Network	4th Quarter 1986
Magicable	TBA
Movie Time	1/87
PreView Channel	1st Quarter 1987
The Preview Network (Cable Promotion Network)	12/86
QVC Network	1/87
Shop-At-Home Channel	10/86
Sky Merchant	1/87
TWA Travel Channel	1st Quarter 1987
Tunnelvision	4/87
World Travel Network	1st Quarter 1987

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 4,114,400.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

Brokerage Chart

A survey of brokerage activity in the cable industry during the third quarter of 1986.*

Communities Served	Seller	Buyer	Broker	Basic Subscribers	Homes Passed
Hardin, Calloway County, Marshall County, Ky.	Bluegrass Cablevision Inc.	C-4 Media Corp.	Charles Greene Assocs.	2,800	5,075
LaGrange, Giddings, Weimer, Schulenburg, Hallettsville, Texas	Central Texas Cable TV Inc.	Insight Communications	Clifton Gardiner & Assocs.	5,800	8,100
Morecroft, Upton, New Castle, Warren AFB, Wyo.	Cablevision Services Inc.	Tele-Communications Inc.	Clifton Gardiner & Assocs.	2,704	4,434
Dighton, Ness City, Jetmore, Kan.	Progressive Comm.	Midway Cable TV	Clifton Gardiner & Assocs.	1,699	1,975
Howland, West Enfield, Medway, Maine	Dowcom Inc.	Cooney Cable Assocs.	Clifton Gardiner & Assocs.	758	1,081
Holden, Mo.	Holden Cable Co.	Falcon Cable TV	Clifton Gardiner & Assocs.	297	900
Granfield, Grinnel, Palco, Kan.	Rural Cable Inc.	Midway Cable TV	Clifton Gardiner & Assocs.	271	468
Oakfield, Smyrna, Merril, Dyre Brook, Maine	DBTV Inc.	Cooney Cable Assocs.	Clifton Gardiner & Assocs.	280	438
Bazine, Kan.	Bazine Cable	Midway	Clifton Gardiner & Assocs.	133	210
Las Vegas, N. Las Vegas, Henderson, Boulder City, Clark County, Nev.	Times Mirror CF of Nevada	Herman M. Greenspun G.C.A. Associates Ltd. Partnership	Communications Equity Assocs.	62,000	218,000
Aldan, Yeadon, Clifton Hts, E. Lansdowne, Lansdowne, Millbourne, Upper Darby, Glenholden, Collingdale, Colwyn, Darby, Darby Twp, Folcroft, Media, Norwood, Prospect Park, Ridley Twp, Ridley Park & Sharon Hill, Pa.	Times Mirror Cable TV of Delaware Cty Inc.	Community TCI of Ohio Inc. and T.V. Power of North County, Ohio	Communications Equity Assocs.	73,000	130,000
Inglewood, Pomona, Calif.	TCI Growth Inc.	American Cablesystems Corp.	Communications Equity Assocs.	10,200	56,500
Revere, Milford, Mass.	Various shareholders of Colonial Cablevision	George E. Duffy	Communications Equity Assocs.	15,710	27,000
Carson, Calif.	Carson Cable Television Co.	American Cablesystems Corp.	Communications Equity Assocs.	5,800	19,000
Hammond, Amite, La.	Jones Group	McDonald Group	Communications Equity Assocs.	11,400	16,425
Bandera, Charlotte, Cotulla, Encinal, Garden Ridge, LaCoste, Lake Hills, Leon Springs, Poteet, Primrose, Stockdale, Texas	Meridith Corp.	Karnack Corp.	Communications Equity Assocs.	3,880	8,116
Little Rock AFB, Cabot, Austin, Ward, Lonoke County, Ark.	Cable Arkansas, Satellite Systems Corp.	Buford, T.V.	Communications Equity Assocs.	3,389	6,595
Certain Portions of Oldsmar, Fla.-East Lake Woodlands Condominiums	East Lake Woodlands Ltd.	Vision Cable	Communications Equity Assocs.	2,020	N/A
Liberty, Dunnville, Hustonville, Moreland, Ky.	Casey County Cablevision	Cumberland Valley Cable TV Co.	Communications Equity Assocs.	1,570	2,500
Collingwood, Loretto, Iron City, St. Joseph, Westpoint, Tenn.	Tennessee Valley Video Inc.	The Essex Companies	Communications Equity Assocs.	1,325	1,825
Packwood, Lewis County, Wash.	Klickitat Cable Inc.	Summit Communications Inc.	Communications Equity Assocs.	450	1,008
Portions of Horry County, S.C.	Little River Cablevision	Par Cable Inc.	Communications Equity Assocs.	250	550
Ratcliff, Caulksville, Carbon City, Scranton, Ark.	Altstatt Cable	Bradford Comm. Inc.	Communication Resources Unlimited	380	900

Communities Served	Seller	Buyer	Broker	Basic Subscribers	Homes Passed
Marshfield, Strafford, Forsyth, Mo.	Ozark Summit Cable Inc.	C 4 Media Corp.	Communication Resources Unlimited	1,435	3,570
Buffalo, N.Y.	Prime Cable	Adelphia Comm.	Daniels & Assocs.	126,000	188,000
Kitsap and Mason Counties, Wash.	Olympic TV Cable	Rock Olympic Inc.	Daniels & Assocs.	13,600	22,900
Central Okla.	Cablevision Systems Inc. (Joe Bain)	CSI	Daniels & Assocs.	4,802	7,025
Richmond, Mich.	Citation Cable Systems Ltd.	Harron Comm.	Daniels & Assocs.	1,100	2,000
Grampian, Callensburg, Eau Claire, Boyers, Pa.	Country Cable Ltd.	Cable Systems USA	Daniels & Assocs.	790	1,138
Berthoud, Colo.	Skyline Cable	Leonard Comm.	Daniels & Assocs.	260	1,000
Silt and Talbot Farms, Colo.	Metro Cable Corp.	Cable USA Inc.	Daniels & Assocs.	411	814
Albany, Bethany, Cameron Carrollton, Excelsior Springs, Henrietta, Marceline, Norborne, Richmond, Salisbury, Mo.; Baidwin City, Edgerton, Wellsville, Kan.; Cullen, Spring Hill, Vivian, La.	WW Comm. Inc.	C 4 Media Corp.	Hardesty, Puckett, Queen & Co.	12,600	21,900
Lexington, Fayette, Glasgo, Brunswick, Wellington, Armstrong, Mo.	Fayette Cablevision Inc.	Cable-Video Enterprises Inc.	Hardesty, Puckett, Queen & Co.	2,400	3,500
Butler, Archie, Appleton City, Lowry City, Osceola, Mo.	Butler Cablevision Inc., Indesat Inc.	C 4 Media Corp.	Hardesty, Puckett, Queen & Co.	2,200	3,000
Chicago Area	Par Cable	Dorn Comm.	Hardesty, Puckett, Queen & Co.	500	2,551
Rosedale, Shaw, Miss.	Fowler Master Antenna Systems	Horizon Cablevision of Mississippi	Hardesty, Puckett, Queen & Co.	765	1,640
North Bend, Neb.	North Bend Cable TV	Scope Cable Television of Nebraska	Hardesty, Puckett, Queen & Co.	227	411
Suburbs of Tacoma, Wash.	Cable TV of Puget Sound	Viacom	Henry Ansbacher	76,000	150,000
Beaverton, Aloha, Banks, Cornelius, Durham, Forest Grove, Hillsboro, King City, Lake Oswego, North Plains, Reedville, Rivergrove, Sherwood, Tigard, Tualatin, Wilsonville, Washington County, Clackamas County, Wash.	Storer Metro Communications Co.	Tidel Comm. Inc.	Pat Thompson	36,000	68,000
Bonanza, Malin, Merrill, Chiloquin, Ore.; Tulelake, Dorris, Willow Creek, Happy Camp, Cedarville, Fall River Mills, Herlong, Calipatria, Calif.; Belt, Chester, Dutton, Sun Prairie, Vaughn, Mont.; Beaver, Parowan, Panguitch, Utah	Orcal Cable Inc.	Mountain Side Cable Inc.	Pat Thompson	4,900	8,000
Clintonville, Embarrass, Marion, Tigerton, Black Creek, Shiocton, Wis.	Wolf River & Tioga Cablevision of Wis.	Milestone Communications Inc.	Pat Thompson	1,300	3,475
Emmetsburg, Iowa	Emmetsburg Cable TV	Vantage Cable Inc.	Pat Thompson	1,600	1,800
Union Center, Wonewac, LaValle, Wis.	Degner Electronic CATV	HLM Cable Corp.	Pat Thompson	550	625
Northern portions of Alabama, Georgia, Mississippi	The MultiVision Group	James Communications Corp.	Waller Capital Corp.	39,000	51,000
Chapel Hill, Carrboro, Pittsboro, N.C.	Village Cable Inc.	Prime Cable Corp.	Waller Capital Corp.	9,200	18,000
Gaffney, Union, S.C.	Piedmont Cablevision Inc.	Three Sixty Corp.	Waller Capital Corp.	6,300	14,300
Richlands, Va.	Richlands Cablevision Inc.	Bachow & Elkin Inc.	Waller Capital Corp.	9,800	12,500
Great Bend, Larned, Hoisington, La Crosse, Kan. Statesboro, Ga.	Karlen Communications Inc. Cablevision Inc. Statesboro CATV Inc.	Multimedia Northland Communications	Waller Capital Corp. Waller Capital Corp.	9,000 5,400	12,000 7,800

* This chart will appear quarterly. Listings are provided by brokerages; some are partial. Information on transactions closed within a given quarter should be forwarded to CableVision Magazine, Attn: CableStats, P.O. Box 5208-T.A., Denver, CO 80217, within 10 days following the close of each quarter.